

State of Maine
Department of Attorney General

PETROLEUM MARKET SHARE ACT
REPORT OF THE ATTORNEY GENERAL
TO THE MAINE LEGISLATURE
PURSUANT TO 10 M.R.S.A. § 1677
FOR THE REPORTING PERIOD
2006 - 2007

- I. Introduction**
- II. Executive Summary**
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June 16, 2008

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**State of Maine
Office of the Attorney General**

**ANNUAL REPORT OF THE ATTORNEY GENERAL
TO THE MAINE LEGISLATURE
PURSUANT TO 10 M.R.S.A. § 1677**

June 16, 2008

I. INTRODUCTION

This Report is provided by the Attorney General to the Legislature pursuant to Maine's Petroleum Market Share Act ("PMSA"), 10 M.R.S.A. §§ 1671 -1682. As required by the statute, the Report presents a snapshot of competitive conditions in retail petroleum markets in Maine at the midpoint of calendar year 2007. The statute also calls for a legislative recommendation: this year, although we discern a gradual trend toward increasing concentration, we conclude that no legislative adjustment is needed at the state level.

The Report focuses on markets for home heating oil ("HHO") and motor fuel oil (including gasoline and diesel, hereinafter "MFO"). The geography of retail petroleum markets is local: in the case of home heating oil, the relevant market may encompass an urban area, or a segment of a county; motor fuel markets tend to be smaller, and in some instances may be limited to a neighborhood, or a single intersection. We have identified thirty-three separate HHO geographic markets statewide for analysis. With regard to MFO, because of the difficulty of analyzing a myriad of localized markets, we use counties as a proxy for actual markets.

Data reported to the Attorney General by petroleum wholesalers in accordance with the requirements of the statute form the basis for the Report. These data enable the Attorney General to determine numbers of competitors and their percentage market shares, and calculate a concentration index known as the Herfindahl-Hirschman Index (HHI) for each market. Routinely used by the US Department of Justice and other agencies (including this office) for purposes of antitrust merger analysis, the HHI is arrived at by squaring the market shares of all market participants, and summing the products. This analytical tool permits the Attorney General to classify markets according to their level of concentration and, at the same time, assess competitive conditions in each market.

We classify home heating oil and motor fuel markets as unconcentrated, or as falling into one of three categories of concentration: moderately, highly or extremely concentrated. As a rule of thumb, unconcentrated markets are workably competitive; those classified as extremely concentrated verge on monopoly.

Two appendices accompany the Report. Appendix A provides maps showing market areas and levels of concentration. Appendix B sets forth tables showing numerical data for each market.

This Report is tailored to the PMSA program's statutory purpose.¹ In particular, it should be noted that the program does not call for collection or analysis of data relating to wholesale or retail prices. Accordingly, this Report neither surveys nor analyzes pricing for petroleum products.² In addition, note that because the enterprise-specific data reported to the Attorney General are confidential pursuant to the statute, the Report does not identify any participant or retail outlet. 10 MRSA §1675.

The PMSA is an important feature of the Attorney General's antitrust enforcement capability in petroleum markets. The ready availability of accurate data quantifying levels of concentration assists the Attorney General to gauge a market's susceptibility to illegal collusion or monopolization; determine whether a proposed merger or acquisition may violate antitrust law;³ and inform and advise the Legislature concerning competitive trends in petroleum markets across the State.

¹ For a broader, more general survey of the petroleum industry in the northeast, see J. Hastings, M. Mitton & M. Williams, *Report On Petroleum Product Markets In The Northeast, Prepared for the Attorneys General of Maine, Massachusetts, New Hampshire, New York & Vermont* (Sept. 2007), available at www.statecenterinc.org

² Thus, the text contains no discussion of the recent steep increases in petroleum prices. The local competitive conditions and levels of concentration analyzed here are an important factor contributing to local and regional variations and fluctuations in pricing, but they are not the only such factor, and accordingly cannot provide a basis for predicting market prices. Even in concentrated retail markets, it appears that over the past year, retail and wholesale margins in Maine for HHO and MFO have been increasingly modest (and occasionally nonexistent), suggesting that Maine petroleum dealers have been under considerable pressure as a result of conditions affecting upstream markets for crude oil and product sold at the refinery. There is no doubt that the recent price increases are a national phenomenon, reflecting global factors such as growing demand in China and India; the activities of the OPEC cartel; the record profits of American refiners coupled with their chronic failure to expand capacity; and the greatly expanded role of speculation in inadequately policed commodities markets. Each of these factors has played a part in driving petroleum prices to their current record levels. Each merits appropriate remedial attention -- but that discussion remains beyond the scope of this Report.

³ Collusive behavior such as price-fixing or market allocation, and oppressive exclusionary conduct amounting to monopolization are illegal under Maine's Profiteering & Monopolies Law, 10 MRSA §§1101-1102. Mergers and acquisitions that substantially reduce competition or tend to create a monopoly are likewise prohibited by 10 MRSA § 1102-A. During the period covered by this report, the Attorney General reviewed four mergers or acquisitions affecting retail MFO assets, and seven affecting HHO assets. Of these, a refiner was party to none of the HHO transactions; but was the acquirer in two of the four MFO transactions, and the seller in one other. None of these transactions, regardless of refiner involvement, was found to violate Maine's merger law. Thanks to the ready availability of the data collected under the PMSA program, we were able to complete each of these reviews within thirty days or less, thereby minimizing the regulatory burden on the parties.

II. EXECUTIVE SUMMARY

A. Home Heating Oil

Having held relatively stable for a decade and a half, levels of concentration in Maine's HHO markets are now rising gradually, and competitive conditions slowly deteriorating. For the first time since the inception of the PMSA market-monitoring program, a gradual negative trend is clearly discernible. Some areas of the State remain unaffected: Maine's major urban centers along the Turnpike Corridor from Portland to Bangor (including Lewiston, Augusta and Waterville) remain comparatively hospitable to competition. In addition, favorable conditions persist elsewhere in interior and coastal pockets, *viz.* Skowhegan, Rumford-Rangeley, Belfast and Rockland.

Six markets have compiled records of consistently high concentration levels. These are South Paris, Jay, Sanford, Woodland-Calais, Jackman-Greenville and the St. John Valley. Companies with an established presence in any concentrated market should anticipate that a proposal to acquire additional HHO assets in that market would receive heightened scrutiny under 10 MRSA §1102-A.

This year's data show that during the reporting period, a refiner,⁴ one with a history of activism in Maine retail markets, has sharply reduced its presence in Maine's HHO markets. However, as the overall trend to increasing concentration suggests, the refiner's retreat does not automatically translate to a reduction of market power, locally or across the board. Large wholesaler-retailers may not possess all the elements of competitive superiority that a vertically-integrated refiner can boast, but they do enjoy significant vertical advantages as well as economies of scale capable of contributing an important measure of market power. In general, Maine consumers would benefit considerably if fewer companies were content to rest on their laurels in discrete areas, and more ventured to develop their regional and statewide potential.

B. Motor Fuel Oil

Maine's retail MFO markets are subject to the same negative trend currently affecting HHO markets: levels of concentration are increasing and competitive conditions deteriorating. Mirroring our report with respect to HHO, the only section of the State in which competitive conditions remain both stable and favorable is the Turnpike Corridor – in this instance, a somewhat longer corridor stretching from York County to Penobscot County.

Three counties again registered extreme levels of concentration, *viz.*, Lincoln, Oxford and Piscataquis, with the latter two registering increases. All three will be monitored in the coming months; any proposed stock or asset acquisition involving existing competitors in these markets will receive careful scrutiny.

⁴ Despite confidentiality requirements, we cannot conceal the obvious fact that the refiner referred to here is the same one whose entry into Maine retail markets gave rise to the PMSA program.

During the period covered by this Report, a refiner remained the largest participant in Maine's retail MFO markets by a wide margin. However, while its standing evolved in some local markets, its dominant position overall was neither enhanced nor diminished to any significant degree compared to last year. A few other companies held strong positions in county bailiwicks. It is emphasized that our concerns with regard to market power in Maine MFO markets are not limited to the refiner.⁵

C. Legislative Recommendation

The PMSA is a valuable early warning system. It provides data that permit the Attorney General to identify areas of the State where high levels of concentration enhance the possibility that illegal collusive or monopolistic activity, or illegal mergers or acquisitions could occur. The data provide a valuable source of information and evidence that can be tapped in any antitrust investigation or litigation. The PMSA also enables the Attorney General to keep the Legislature apprised of market trends on a current basis, and to formulate and recommend remedial legislation, or to suggest other options if deemed necessary or appropriate.

For these reasons, retention of the PMSA is recommended. No adjustments are currently needed. Accordingly, we neither recommend nor request any legislative action at the state level.

III. CONCENTRATION, COMPETITION & ANTITRUST LAW

The central purpose of Maine's Petroleum Market Share Act ("PMSA"), 10 M.R.S.A. §§ 1671 -1682, is to provide the Attorney General with the ability to monitor levels of concentration in Maine's retail petroleum markets on a current basis. The perception that this monitoring function is both advisable and necessary arose out of a concern that a refiner or refiners could use the advantage conferred by vertical integration⁶ to stake out a dominant position in Maine's retail petroleum markets, whether through a program of aggressive marketing, acquisitions, or otherwise. The PMSA was adopted as a moderate alternative to so-called "divorcement" legislation, which would have barred refiners from Maine's retail petroleum markets altogether.⁷

⁵ It should be noted that the refiner recently notified the Attorney General that it is entering into a leasing arrangement with a Quebec-based convenience store operator (Couche-Tard in Canada, Mac's in the US) pursuant to which the lessee takes operational control (including pricing) of retail MFO and convenience store outlets. The refiner remains the wholesaler to the lessee of petroleum products; and in addition retains the right to reassert its control of retail pricing with respect to MFO on short notice and at its sole discretion. The full implications of this arrangement are not discussed further here, but will be addressed in next year's Report.

⁶ A vertically integrated refiner enjoys two principal advantages over non-integrated competitors in retail petroleum markets. First, the refiner is independent of the vagaries of wholesale markets; second, the refiner can pass along to its retail arm any economies realized in upstream phases of its integrated operation. Be that as it may, it is appropriate to note that regardless of the original motivation for enactment of the PMSA, the statute has proven its usefulness in monitoring market power generally; and market power is a matter of concern wherever it may reside.

⁷ For example, Maryland bars operation of retail gasoline outlets by refiners. Md. Code Ann., Bus Reg. 10-311; and see *Exxon Corporation v. Governor of Maryland*, 437 US 117 (1978).

Before describing the data yielded by the PMSA analysis in detail, we offer a primer concerning market definition and the so-called HHI index of concentration. We begin with a *caveat*: when a market is said to be highly concentrated, all this means is that the competitors are few and their percentage market shares high. That a particular local market is concentrated does *not* necessarily mean that anyone has engaged in illegal activity. Even a monopoly market share may be acquired by entirely legal means.

However, the more concentrated a market becomes, the more susceptible it is to abuse of monopoly or quasi-monopoly market power for oppressive or exclusionary purposes, in violation of 10 MRSA §1102 (which bars monopolization). By the same token, the fewer the number of competitors in any given market, the easier it becomes for those competitors to engage in illegal collusive activity such as price-fixing or market allocation in violation of 10 MRSA §1101 (which bars combinations in restraint of trade).

Moreover, the level of concentration affecting a given market before and after a proposed acquisition or merger, although not by any means determinative, is an important factor in assessing the legality of the proposed transaction under Maine's merger statute, 10 MRSA §1102-A. That law bars mergers and acquisitions whose effect "may be substantially to lessen competition or tend to create a monopoly."

It is also important to note that a low level of concentration in a given market (indicating a relatively large number of competitors with small market shares) does not automatically translate into lower prices. Prices are driven by numerous variables. The number of competitors and the size of their shares is one of these; by itself, however, this factor does not provide a basis for reliable prediction of current or future pricing in different markets. That said, all other things being equal, prices will tend to be higher in a concentrated market with few competitors than in one where a larger number of competitors jockey for position.

IV. MARKET ANALYSIS METHODOLOGY

As noted above, the methodology employed by the Attorney General to assess levels of concentration in Maine's retail petroleum markets is precisely the same as that used by the U.S. Department of Justice, the Federal Trade Commission and the Attorneys General of the several states in evaluating the legality of any given merger or acquisition under applicable antitrust law. This office has developed a familiarity with, and expertise in the required analysis through experience in enforcing Maine's merger law, 10 M.R.S.A. § 1102-A, since its enactment in 1983.

A. Market Definition

The first step in this analysis is to determine the relevant line or level of commerce, as well as to define the relevant product and geographic markets. This Report focuses primarily on two product markets at the retail level, those for home heating oil and motor fuel as defined in the PMSA. Home heating oil is defined as "#2 fuel oil sold for heating residential, industrial or commercial space or water;" motor fuel "means internal combustion fuel sold for use in motor

vehicles" as more fully defined in 29-A M.R.S.A. § 101 (42). *See* 10 M.R.S.A. § 1672(3) and (4).⁸

Delineating relevant geographic markets is more problematic. A geographic market should encompass all participants who compete against each other in a given locality or region. In some cases, island or peninsular geography facilitates the task of market definition; more often, however, market boundaries are blurred by overlaps. Partaking more of art than science, mapping human economic behavior is always a matter of approximation.

For purposes of this report, the Attorney General has adopted different approaches to defining geographic markets within the State for home heating oil on the one hand, and motor fuel on the other. In the case of home heating oil, we conducted a series of interviews with a number of persons knowledgeable in and about the petroleum industry in this state. On this basis, we divided the State into thirty-three separate geographic markets intended to fairly approximate economic and competitive realities. A map depicting these markets is attached as Appendix A.⁹

Markets for motor fuel within the State operate differently from those for home heating oil. While home heating oil markets typically encompass a well-defined geographic region -- for example, the St. John Valley or Mount Desert Island -- motor fuel markets are much more localized. The task before us here, however, is not the analysis of a merger in a local market. We have determined that for purposes of monitoring broad trends in levels of concentration across the State, it is appropriate to employ Maine's sixteen counties as proxy geographic markets for motor fuel.¹⁰ Wherever a trend toward concentration is observed within these hypothetical markets, a fuller and more accurate analysis can be brought to bear, as needed, in order to pinpoint the geographic sources of the trend.

B. Herfindahl-Hirschman Index

Our antitrust laws embody a public policy fundamental to our free enterprise democracy: competition should be protected and enhanced as far as possible in all markets and lines of commerce, because it is the best guarantee that consumers can obtain high quality goods and services at reasonable prices. But no market is perfectly competitive, and there are varying degrees of competition. One of the most important factors affecting competition in a given

⁸ In general, home heating oil and motor fuel, as defined in the statute, are properly susceptible of antitrust analysis as distinct product markets.

⁹ Recent antitrust review of mergers and acquisitions suggests that a few of these markets may have expanded into or combined with other markets over the past decade; accordingly, the level of competition which actually exists may be understated in some instances in this report. We would welcome comment in this regard from readers of this report. The thirty-three markets originally identified for purposes of this report are retained in order to permit apples-to-apples comparisons in evaluating trends. However, for purposes of evaluating any proposed merger or acquisition, an approach to geographic market definition other than that reflected in this report may be more appropriate.

¹⁰ Use of county markets also permits a meaningful integration of motor fuel bulk sales to end users into the calculation of market share.

market is the level of concentration.¹¹ Concentration is measured by the number of competitors in the market and the size of their market shares.

Federal and state antitrust agencies (including this office) use the Herfindahl-Hirschman Index to measure market concentration.¹² The index is arrived at by squaring the market shares of all the competitors in a given market, then totaling the squares. This simple mathematical device expresses the insight that market power increases exponentially in proportion to market share. Federal antitrust guidelines used by this office in merger enforcement indicate that a market with an index of 1000 or less should be viewed as unconcentrated (and therefore likely to function competitively).¹³ A market with an index between 1000 and 1800 is described as moderately concentrated; while any index over 1800 is termed highly concentrated.¹⁴ A market in the highly concentrated category is subject to a high degree of market power, unless the effects of high concentration are mitigated by other factors, such as ease of entry.

We have used the Herfindahl-Hirschman Index in this report to quantify, compare and evaluate levels of concentration in Maine's retail petroleum markets. Our analysis of levels of concentration in home heating oil markets tracks the categories reflected in federal guidelines. Thus, a home heating oil market with an index under 1000 is referred to as "unconcentrated;" an index in the 1000 -1800 range is described as "moderately concentrated;" and an index in the 1800 -2500 range is termed "highly concentrated." Markets above 2500 points are "extremely concentrated."

For motor fuel markets we have employed different categories to reflect the fact that the county geographic markets used to facilitate the analysis inevitably underestimate levels of concentration. Thus, for motor fuel, an index below 500 is described as "unconcentrated;" 500 - 1000 is termed "moderately concentrated," and 1000 -1800 is "highly concentrated." The "extremely concentrated" designation is reserved for motor fuel markets scoring above 1800 points.

V. CURRENT COMPETITIVE CONDITIONS

Data assembled from reports submitted by wholesalers and refiners pursuant to the PMSA permit us to calculate the annual gallonage supplied to each home heating oil and motor fuel retailer and retail outlet located in the State. These annual gallonage figures provide the basis for arriving at the percentage market shares held by each retailer in every geographic market in the State, and the HHI concentration index for each market. Because the data are confidential, this report does not identify any market participant by name.

¹¹ Of course, competition represents the best guarantee to consumers of high quality and low price.

¹² DOJ/FTC Horizontal Merger Guidelines, www.usdoj.gov/atr/public/guidelines/hmg.htm

¹³ For example, eight firms, five with market shares of 10% each and the rest with shares of 9, 12 and 15% would yield an index of 950 ($100 + 100 + 100 + 100 + 100 + 81 + 144 + 225 = 950$).

¹⁴ For example, a market comprising five firms with market shares of 20% each would yield an index of 2000 ($20 \text{ squared} \times 5$).

A. Retail HHO Markets

Levels of concentration and competitive conditions. This year, modest increases in levels of concentration brought the HHIs in Maine's retail home heating oil markets to the highest average on record. An unprecedented sixteen¹⁵ – almost half -- of the State's 33 home heating oil markets qualified for the “extremely concentrated” appellation (index above 2500). Seven additional markets fell into the highly concentrated category (index between 1800 and 2500). Conversely, the only markets to squeeze under the thousand-point bar and receive an “unconcentrated” grade were Maine’s two largest cities, Portland and Bangor; eight others, in the 1000 -1800 point range, qualified as moderately concentrated. These were Augusta, Lewiston, Belfast, Rockland, Skowhegan, Waterville, Gray and Rumford-Rangeley.

Geographic gains, losses and trends. The following remarks summarize this year’s HHO data:

1. **Northern Maine.** High to extreme levels of concentration prevailed in northern Maine (the three Aroostook County markets). This year, significant deterioration in competitive conditions was evident in Ashland-Presque Isle (up 1025) and Houlton (up 510). On the other hand, the St. John Valley, while remaining in the extremely concentrated bracket, showed some improvement this year (down 1138), building on two prior years of modest progress.

2. **Downeast.** Downeast Maine (Woodland-Calais, Cherryfield-Machias, Mt. Desert, Ellsworth) also displayed uniformly high to extreme levels of concentration. Competitive conditions in Ellsworth (up 1051) and Woodland-Calais (up 2595) in particular deteriorated significantly.

3. **Remote interior.** The remote interior (Dover, Farmington, Jackman-Greenville, Lincoln, Pittsfield-Newport, Rumford-Rangeley, Skowhegan) showed material increases in concentration in some quarters, with Lincoln up 1172 and Dover-Foxcroft 932. On the other hand, Pittsfield-Newport held steady (just short of the threshold for extreme concentration), while consistently moderate-to-low levels of concentration in Skowhegan (over 15 years) and Rumford-Rangeley (steady improvement over 5 years) indicate that relative geographic remoteness does not necessarily equate to sluggish competition.

4. **Western & southern border region.** High to extreme levels of concentration prevailed in western Maine (Bethel, South Paris, Jay, Bridgton, Limerick). Modest gains in Bethel and South Paris were overshadowed by marked deterioration in Bridgton and Jay. Similarly, in the southern border area (Biddeford-Saco, Sanford, York), modest gains in Biddeford-Saco and Sanford were wiped out by a sharp increase in concentration in York.

5. **The Turnpike Corridor.** Almost the only section of the State where HHO markets remain consistently hospitable to competition is the Turnpike Corridor from Portland to Bangor. Maine’s two largest cities both registered modest declines in concentration

¹⁵ There were fifteen markets in this category last year.

(both qualify as unconcentrated), while the intervening markets of Gray, Lewiston-Auburn, Augusta and Waterville all maintained relatively low levels of concentration.

6. The Coast. The coast is a mixed bag, ranging from unconcentrated Portland to high levels of concentration in Bath-Brunswick and Midcoast; then returning to more healthy competitive conditions in Rockland and Belfast. Much less hospitable conditions prevail in Mount Desert, Ellsworth (which registered significant deterioration) and downeast sections (see above). The reasons for these variations are not readily apparent in all cases: for example, it is not clear why Bath-Brunswick and the Midcoast should not be just as competitive as Portland to the south or Rockland to the north.

Overall assessment. This year's average and median concentration indices were marginally above the highest recorded for any prior year. Overall, the data accumulated during this period indicate that a gradual trend toward higher average levels of concentration is developing.

The ten most concentrated HHO markets in the State (starting with the highest) are: Woodland-Calais, South Paris, Jay, Sanford, York, Jackman-Greenville, Dover-Foxcroft, the St. John Valley, Cherryfield-Machias and Houlton. Three of these markets have been among the ten most concentrated for 14 of the 15 years for which we have collected data. These are South Paris, Jay and Sanford. Another three markets have been among the ten most concentrated for the last five straight years, *viz.* Woodland-Calais, Jackman-Greenville and the St. John Valley. Merger or acquisition activity involving established participants in these markets will be the focus of careful antitrust scrutiny.

In general, Maine's more populated urban markets, which account for relatively high volumes of product, display workably competitive conditions. Not all population centers share these benefits, however. The exceptions are mostly in northern or downeast sections. Conversely, the fact that concentration levels are modest in a number of smaller markets away from the beaten track demonstrates that competition can thrive in any market, regardless of size, population or geography.

This year's data show that the refiner whose entry gave rise to the PMSA market-monitoring program has continued to retreat from a position in the State's HHO markets that was already (as of June 30, 2006) quite modest. Today, the refiner has no significant presence in any such market. Interestingly, the refiner's declining participation coincides with increasing, rather than decreasing levels of concentration. All ten of the most concentrated HHO markets in the State are dominated by non-refiner wholesaler-retailers with market shares ranging from 45 to 78%. The problem of market power remains.

As a reminder, all market participants should be aware of the dangers of even tacit agreement to forebear from competition in any market or for any class of customers. Competitive decision-making must remain unilateral; no company should think to dictate or influence how, where, with whom or at what price another company does business. Violations of antitrust law are subject to criminal as well as civil enforcement, and can draw incarceration as well as substantial financial penalties. Antitrust compliance education is always a bargain.

B. Retail Motor Fuel Markets

Levels of concentration and competitive conditions. Competitive conditions in Maine's retail MFO markets also deteriorated over this reporting period. For only the third time over fifteen reporting periods, no county can boast an "unconcentrated" market; for the first time, only seven counties qualify as "moderately concentrated."¹⁶ These are Hancock, Cumberland, Waldo, York, Androscoggin, Kennebec and Penobscot.

At the other end of the spectrum, three counties – the same three as last year – continue to languish in the "extremely concentrated" category, namely Lincoln, Oxford and Piscataquis. The remaining six counties, including Washington, Aroostook, Franklin, Sagadahoc, Somerset and Knox, fall into the "highly concentrated" range. Overall, as in HHO markets, a gradual negative trend is now discernible.

Geographic gains, losses and trends. In general, the geographic picture for MFO closely mirrors our description of HHO markets: moderate levels of concentration prevail only along the Turnpike Corridor from York County to Penobscot (a longer corridor than for HHO), as well as in a coastal band consisting of Waldo and Hancock Counties. In all other sections, levels of concentration are high to extreme.

Relatively small, but significant increases in concentration were registered in six counties, Knox, Piscataquis, Oxford, Sagadahoc, Waldo and York; significant improvement was recorded in only two, Somerset and Lincoln. Others remained largely unchanged. Overall, levels of concentration increased over this reporting period. This is reflected in the average and median HHIs, both now at their highest point in the history of the program.

Last year, a refiner held the leading market share in nine counties, and the second spot in four. This year's statistics show the refiner holding the top spot in seven counties, and taking second in an additional seven – a return to the position it occupied two years ago. On a par with last year's report, refiner market share this year exceeds 40% in one county which, not surprisingly, exhibits extreme concentration levels. To keep matters in perspective, however, it bears mention that the leading market shares held by wholesaler-retailers in two other counties were even higher, with both of those counties also registering extreme concentration levels.

Overall assessment. The deterioration in competitive conditions in Maine's retail MFO markets does not appear to be the result of increased refiner dominance. The refiner maintains a leading position overall, but without any new accretion to its existing market power. Our concern with market power is not limited to the single market in which the refiner enjoys an excessive market share. Merger and acquisition activity involving any established players (not limited to refiners) in highly concentrated markets will be the focus of heightened scrutiny.

¹⁶ Last year, eight counties were classified as moderately concentrated.

VI. LEGISLATIVE RECOMMENDATION

The concept of the PMSA program has been tested in action; it is working well. The PMSA program enables the Attorney General to follow trends in Maine's retail and wholesale petroleum markets on a current basis, and to react swiftly by seeking remedies in court, in the Legislature, or elsewhere, should need arise.

The PMSA program was adopted in the first place because it was felt that in a rapidly evolving market environment, there was a serious risk that routine enforcement would accomplish too little, too late. Nothing has intervened to alter that equation, and the risk remains. Indeed, there are indications that the PMSA program in itself provides an effective deterrent to runaway monopolization of any of Maine's petroleum markets. The availability of personnel and relevant data enables the Attorney General to monitor developments, and respond rapidly and efficiently on an as-needed basis. The PMSA program equips the Attorney General to more effectively investigate and evaluate mergers and acquisitions, as well as antitrust violations involving market power as an element, such as monopolization, tying and others.

Further, the PMSA program was conceived, not as a means of affording the Attorney General a one-time look at levels of concentration in Maine's petroleum markets, but as a means to follow and evaluate trends. It would be inadvisable to eliminate the program. The problem which the PMSA was designed to address is not likely to go away – at least not in the near term.

Accordingly, no legislative action is requested or recommended at this time.

Respectfully submitted,

Dated:

6/16/08

G. STEVEN ROWE
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APPENDIX A

NOTE: The Market Areas listed below are depicted on the maps which appear on the pages following.

HHO MARKETS

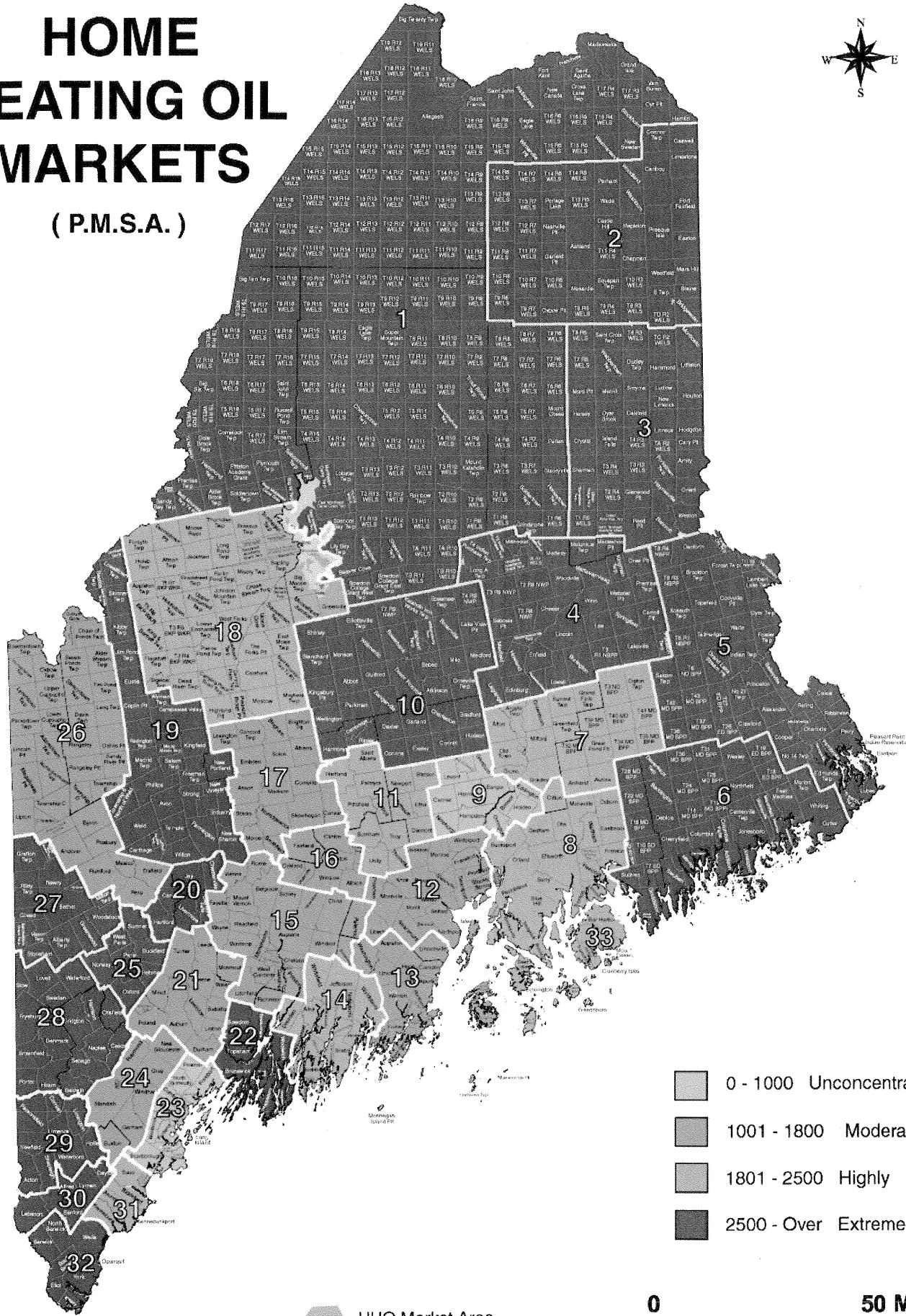
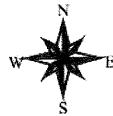
1. St. John Valley
2. Ashland/Presque Isle
3. Houlton
4. Lincoln
5. Woodland/Calais
6. Cherryfield/Machias
7. Old Town
8. Ellsworth
9. Bangor
10. Dover-Foxcroft
11. Pittsfield/Newport
12. Belfast
13. Rockland
14. Mid Coast
15. Augusta
16. Waterville
17. Skowhegan
18. Jackman/Greenville
19. Farmington
20. Jay
21. Lewiston/Auburn
22. Bath/Brunswick
23. Portland
24. Gray
25. Paris
26. Rumford/Rangeley
27. Bethel
28. Bridgton
29. Limerick
30. Sanford
31. Biddeford/Saco
32. York
33. Mt. Desert

MFO MARKETS

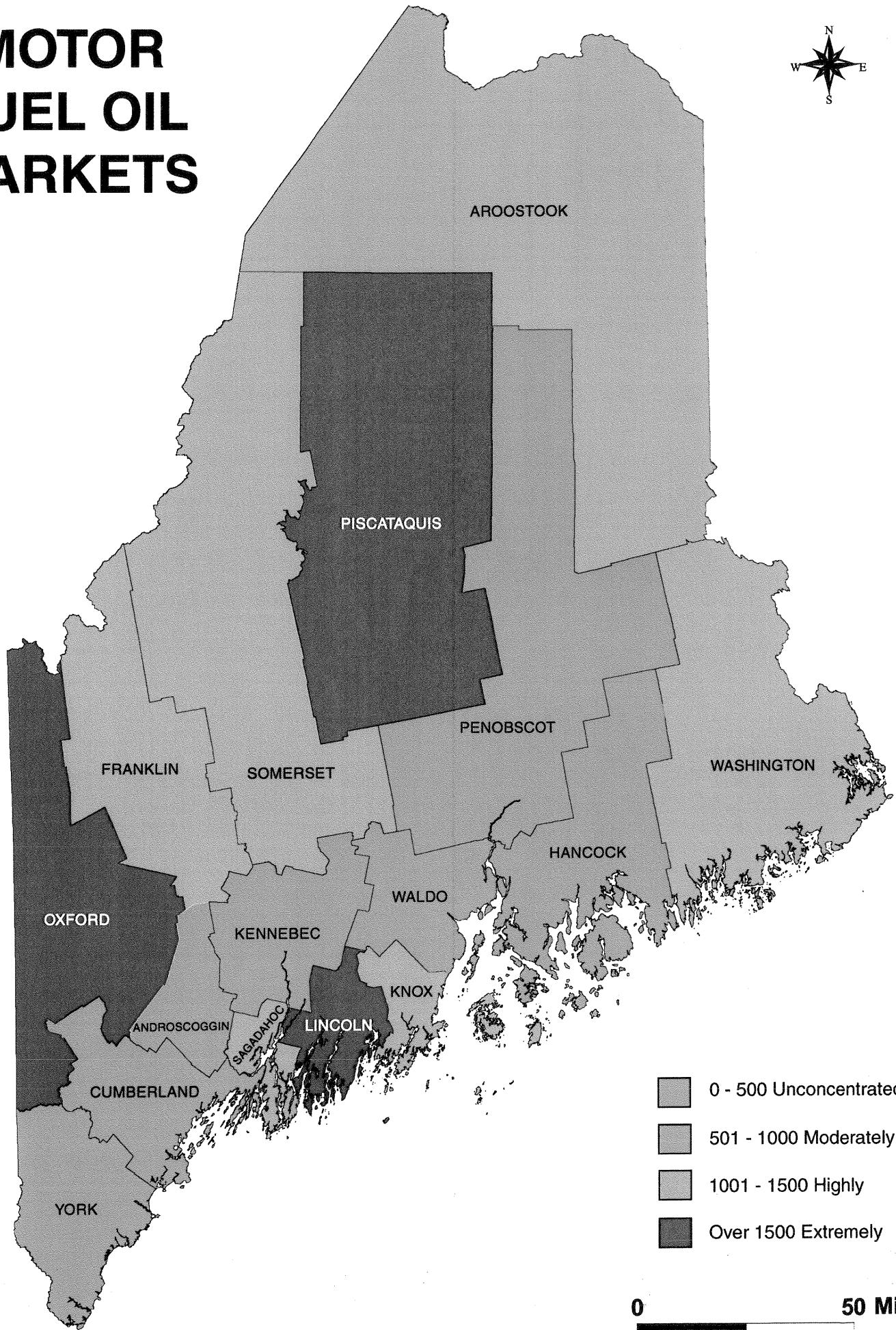
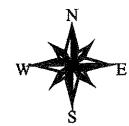
- Androscoggin
Aroostook
Cumberland
Franklin
Hancock
Kennebec
Knox
Lincoln
Oxford
Penobscot
Piscataquis
Sagadahoc
Somerset
Waldo
Washington
York

HOME HEATING OIL MARKETS

(P.M.S.A.)



MOTOR FUEL OIL MARKETS



APPENDIX B

HHI DATA

1. Tables

- (a) HHO & MFO Markets Ranked by Lowest Concentration from 1993 to 2007**
- (b) HHO & MFO Indices of Concentration by Market Area Over Time from 1993 to 2007**
- (c) HHO & MFO Market Ranks Showing Overall Standing of Each Market from 1993 to 2007**
- (d) HHO & MFO Markets Showing Changes to HHI and Concentration Levels from 1993 to 2007**

Markets Ranked by Lowest Concentration; 6-01-06 to 5-31-07			
June 1, 1992-May 31, 1993	June 1, 1993-May 31, 1994	June 1, 1994-May 31, 1995	June 1, 1995-May 31, 1996
Augusta 922	Augusta 714 (-208)	Augusta 696 (-18)	Augusta 775 (+79)
Belfast 984	Belfast 899 (-85)	Portland 1020 (-148)	Portland 776 (-244)
Portland 1097	Rockland 1069 (-252)	Rockland 1061 (-8)	Biddeford/Saco 1025 (-532)
Gray 1281	Portland 1168 (+71)	Gray 1108 (-464)	Rockland 1125 (+64)
Lincoln 1316	Skowhegan 1317 (-301)	Belfast 1126 (+227)	Gray 1172 (+64)
Rockland 1321	Biddeford/Saco 1323 (-201)	Skowhegan 1187 (-130)	Belfast 1184 (+58)
Biddeford/Saco 1524	Bangor 1342 (-291)	Lewiston/Auburn 1448 (-69)	Skowhegan 1244 (+57)
Waterville 1548	Waterville 1370 (-178)	Ashland/Presque Isle 1531 (-26)	Waterville 1539 (-71)
Lewiston/Auburn 1613	Lewiston/Auburn 1517 (-96)	Bangor 1550 (+208)	Bangor 1560 (+10)
Skowhegan 1618	Ashland/Presque Isle 1557 (-368)	Biddeford/Saco 1557 (+234)	Woodland/Calais 1631 (-701)
Bangor 1633	Gray 1572 (+291)	Waterville 1610 (+240)	Old Town 1687 (+56)
Old Town 1709	Pittsfield/Newport 1693 (-403)	Old Town 1631 (-366)	Farmington 1772 (-240)
Bath/Brunswick 1921	Lincoln 1940 (+624)	Houlton 1969 (-113)	Lewiston/Auburn 1789 (+341)
Ashland/Presque Isle 1925	Rumford/Rangeley 1989 (+63)	Pittsfield/Newport 1971 (+278)	Pittsfield/Newport 1822 (-149)
Rumford/Rangeley 1926	Old Town 1997 (+288)	Ellsworth 2001 (-58)	Dover-Foxcroft 1886 (-666)
Houlton 1973	Ellsworth 2059 (-108)	Farmington 2012 (-346)	Ashland/Presque Isle 1962 (+431)
Dover-Foxcroft 2096	Houlton 2082 (+109)	Rumford/Rangeley 2047 (+58)	Ellsworth 1973 (-28)
Pittsfield/Newport 2096	Bath/Brunswick 2169 (+248)	Cherryfield/Machias 2066 (-486)	Cherryfield/Machias 1975 (-91)
Ellsworth 2167	Dover-Foxcroft 2191 (+95)	Bath/Brunswick 2081 (-88)	Houlton 2051 (+82)
Cherryfield/Machias 2228	Woodland/Calais 2237 (-1129)	Woodland/Calais 2332 (+95)	Jackman/Greenville 2134 (-1139)
Farmington 2257	Farmington 2358 (+101)	St. John Valley 2400 (-139)	York 2146 (estimate) (-4234)
Bridgton 2400 (estimate)	St. John Valley 2539 (+1)	Bridgton 2443 (estimate) (-246)	Limerick 2273 (-674)
St. John Valley 2538	Cherryfield/Machias 2552 (+324)	Lincoln 2469 (+529)	St. John Valley 2513 (+113)
Mt. Desert 2762	Bridgton 2689 (estimate) (+289)	Dover-Foxcroft 2552 (+361)	Jay 2789 (-673)
Limerick 2992	Limerick 3085 (+93)	Limerick 2947 (-138)	Bath/Brunswick 2846 (+765)
Jay 3211	Jay 3368 (+157)	Jackman/Greenville 3273 (-261)	Rumford/Rangeley 2889 (+842)
Woodland/Calais 3366	Jackman/Greenville 3534 (-1997)	South Paris 3361 (-797)	Mt. Desert 3352 (-742)
Midcoast 3680	Mt. Desert 4084 (+1322)	Jay 3462 (+94)	Lincoln 3394 (+925)
South Paris 3706	South Paris 4158 (+452)	Mt. Desert 4094 (+10)	Midcoast 3627 (-1921)
Sanford 4000 (estimate)	Midcoast 4190 (+510)	Sanford 4576 (estimate) (+184)	South Paris 3903 (+542)
Jackman/Greenville 5531	Sanford 4392 (estimate) (+392)	Bethel 5000 (+59)	Sanford 4313 (estimate) (-263)
Bethel 5634	Bethel 4941 (-693)	Midcoast 5548 (+1358)	Bethel (no change)
York 8000 (estimate)	York 6855 (estimate) (-1145)	York 6380 (estimate) (-475)	Bridgton (estimate) (+2792)
AVERAGE 2490	AVERAGE 2387	AVERAGE 2417	AVERAGE 2284
MEDIAN 1973	MEDIAN 2059	MEDIAN 2047	MEDIAN 1973
June 1, 1996-May 31, 1997	June 1, 1997-May 31, 1998	June 1, 1998-May 31, 1999	June 1, 1999-May 31, 2000
Augusta 777 (+2)	Augusta 755 (-22)	Skowhegan 577 (-614)	Belfast 877 (-68)
Portland 972 (+196)	Portland 775 (-197)	Portland 714 (-61)	Portland 884 (+170)
Belfast 1052 (-132)	Bangor 958 (-146)	Belfast 945 (-1860)	Augusta 891 (-598)
Bangor 1104 (-456)	Skowhegan 1191 (-35)	Bangor 1079 (+121)	Woodland/Calais 1080 (-513)
Rockland 1111 (-24)	Rockland 1248 (+137)	Rumford/Rangeley 1250 (-2026)	Bangor 1141 (+62)
Skowhegan 1226 (-18)	Ellsworth 1350 (-520)	Rockland 1263 (+15)	Rockland 1266 (+3)
Gray 1398 (-226)	Lewiston/Auburn 1481 (-85)	Old Town 1377 (+355)	Lewiston/Auburn 1463 (-685)
Biddeford/Saco 1418 (+393)	Gray 1493 (+95)	Augusta 1489 (+734)	Skowhegan 1496 (+919)
Lewiston/Auburn 1566 (-223)	Waterville 1569 (-407)	Woodland/Calais 1593 (-358)	Midcoast 1655 (-969)
Old Town 1605 (-82)	Bath/Brunswick 1731 (+62)	Ellsworth 1605 (+255)	Ellsworth 1673 (+68)
Woodland/Calais 1646 (+15)	Old Town 1732 (+127)	Gray 1641 (+148)	Waterville 1776 (-61)
Bath/Brunswick 1669 (-1177)	Houlton 1785 (-223)	Biddeford/Saco 1802 (-697)	Gray 1785 (+144)
Cherryfield/Machias 1692 (-283)	Woodland/Calais 1951 (+305)	Ashland/Presque Isle 1824 (355)	Old Town 1981(+604)
Ellsworth 1870 (-103)	Pittsfield/Newport 2018 (-53)	Waterville 1837 (+268)	Biddeford/Saco 2063 (+261)
Farmington 1877 (+105)	Lincoln 2164 (-1509)	Houlton 1955 (+170)	Houlton 2092 (+137)
Waterville 1976 (+437)	Ashland/Presque Isle 2179 (+51)	Dover-Foxcroft 1969 (-340)	Limerick 2343 (+364)
Houlton 2008 (-43)	Bridgton 2199 (-355)	Limerick 1979 (-954)	Ashland/Presque Isle 2347 (+523)
Jackman/Greenville 2058 (-76)	Mid Coast 2253 (+163)	Bath/Brunswick 2130 (+399)	Dover-Foxcroft 2468 (+499)
Pittsfield/Newport 2071 (+249)	Farmington 2290 (+413)	Lewiston/Auburn 2148 (+667)	Bridgton 2469 (+252)
Midcoast 2090 (-1537)	Dover-Foxcroft 2309 (+122)	Bridgton 2217 (+18)	York 2568 (-184)
Ashland/Presque Isle 2128 (+166)	Cherryfield/Machias 2311 (+619)	Farmington 2221 (-69)	Jackman/Greenville 2668 (-326)
Dover-Foxcroft 2187 (+301)	Mt. Desert 2478 (-290)	Jay 2319 (-430)	Bath/Brunswick 2748 (+618)
Bridgton 2554 (estimate) (-2681)	Biddeford/Saco 2499 (+1081)	Cherryfield/Machias 2525 (+214)	Pittsfield/Newport 2835 (-6)
Rumford/Rangeley 2690 (-199)	St. John Valley 2659 (-232)	Mid Coast 2624 (+371)	Farmington 2846 (+625)
Mt. Desert 2768 (-584)	Jay 2749 (-802)	York 2752 (-4559)	Mt. Desert 2904 (+115)
Limerick 2776 (+503)	Belfast 2805 (+1753)	Mt. Desert 2789 (+311)	St. John Valley 3040 (+247)
York 2842 (estimate) (+696)	Limerick 2933 (+157)	St. John Valley 2793 (+134)	Rumford/Rangeley 3317 (+2064)
St. John Valley 2891 (+378)	Bethel 3185 (-853)	Pittsfield/Newport 2841 (+823)	Cherryfield/Machias 3574 (+1049)
Jay 3551 (+762)	Rumford/Rangeley 3276 (+586)	Bethel 3308 (+123)	South Paris 3851 (-319)
Lincoln 3673 (+279)	South Paris 3847 (-142)	Sanford 3715 (-518)	Sanford 3916 (-201)
Sanford 3829 (estimate) (-484)	Sanford 4233 (+404)	Lincoln 4036 (+1872)	Bethel 4024 (+716)
South Paris 3989 (+86)	Jackman/Greenville 4786 (+2728)	South Paris 4170 (+323)	Jay 4051 (+1732)
Bethel 4038 (-962)	York 7311 (estimate) (+4469)	Jackman/Greenville 5694 (+908)	Lincoln 4260 (+224)
AVERAGE 2155	AVERAGE 2378	AVERAGE 2217	AVERAGE 2374
MEDIAN 2008	MEDIAN 2199	MEDIAN 1979	MEDIAN 2347

HHO HHI TABLE Markets Ranked by Lowest Concentration 6-01-06 to 5-31-07

Pg. 2

June 1, 2000-May 31, 2001	June 1, 2001-May 31, 2002	June 1, 2002-May 31, 2003	June 1, 2003-May 31, 2004
Belfast 720 (-157)	Augusta 740 (-127)	Augusta 1009 (+269)	Portland 662 (-490)
Portland 744 (-140)	Portland 884 (-140)	Lewiston/Auburn 1060 (-388)	Augusta 887 (-122)
Augusta 867 (-24)	Bangor 1031 (-154)	Portland 1152 (+268)	Lewiston 1102 (+42)
Bangor 1185 (+44)	Rockland 1196 (-1699)	Belfast 1284 (+51)	Bangor 1218 (-1091)
Skowhegan 1362 (-134)	Ellsworth 1231 (-289)	Rockland 1402 (+206)	Rockland 1343 (-59)
Lewiston/Auburn 1509 (+46)	Belfast 1233 (+513)	Skowhegan 1426 (+57)	Ellsworth 1359 (-380)
Ellsworth 1520 (-153)	Skowhegan 1369 (+7)	Lincoln 1485(-1666)	Gray 1539 (-11)
Waterville 1797 (+21)	Lewiston/Auburn 1448 (-61)	Gray 1550 (-31)	Waterville 1549 (-7)
Woodland/Calais 1928 (-848)	Gray 1581 (-1616)	Waterville 1556 (-237)	Skowhegan 1555 (-129)
Farmington 1945 (-901)	Waterville 1793 (-4)	Ellsworth 1739 (+508)	Lincoln 1796 (+311)
Houlton 1963 (-156)	Houlton 1803 (-160)	Old Town 1901 (-34)	Old Town 1866 (-35)
Old Town 2105 (+1981)	Biddeford/Saco 1845 (-3029)	Biddeford/Saco 1946 (+101)	Biddeford/Saco 1895 (-51)
Dover/Foxcroft 2211 (-257)	Woodland/Calais 1885 (-43)	Houlton 1995 (+192)	Belfast 1942 (-658)
Lincoln 2261 (-1999)	Farmington 1906 (+15)	Bridgton 2068 (-27)	Farmington 1977 (-114a0
Jackman/Greenville 2361 (-307)	Old Town 1935 (-170)	Farmington 2091 (+184)	Rumford/Rangeley 2031 (-303)
Midcoast 2668 (+1013)	Dover-Foxcroft 2130 (-81)	Dover-Foxcroft 2209 (+79)	Midcoast 2081 (-413)
Bridgton 2836 (+367)	Bath/Brunswick 2216 (-908)	Bangor 2309 (+1278)	Limerick 2184 (-294)
Rockland 2895 (+1629)	Bridgton 2295 (-541)	Sanford 2332 (-1771)	Ashland/Presque Isle 2294 (-63)
Bethel 2981 (-1043)	Rumford/Rangeley 2300 (-711)	Rumford/Rangeley 2334 (+34)	Pittsfield/Newport 2480 (+52)
Rumford/Rangeley 3011 (-306)	Ashland/Presque Isle 2567 (-720)	Bath/Brunswick 2340 (+124)	Dover-Foxcroft 2560 (+351)
Mt. Desert 3083 (+179)	Midcoast 2676 (-8)	Ashland/Presque Isle 2357 (-210)	Bath/Brunswick 2569 (+229)
St. John Valley 3090 (+50)	Bethel 2747 (-234)	Cherryfield/Machias 2391 (-393)	Bridgton 2662 (+594)
Bath/Brunswick 3124 (+376)	Cherryfield/Machias 2784 (-843)	Pittsfield/Newport 2428 (-495)	Houlton 2838 (+843)
Gray 3197 (+1412)	Pittsfield/Newport 2923 (-359)	Limerick 2478 (-1097)	Mt. Desert 2868 (-207)
South Paris 3251 (-600)	Lincoln 3151 (+890)	Midcoast 2494 (-182)	Bethel 3318 (+498)
Pittsfield/Newport 3282 (+447)	Jay 3185 (-238)	Bethel 2820 (+73)	Cherryfield/Machias 3720 (+1329)
Ashland/Presque Isle 3287 (+940)	Mt. Desert 3380 (+297)	Mt. Desert 3075 (-305)	St. John Valley 3774 (+458)
Jay 3423 (-628)	Limerick 3575 (-89)	Woodland/Calais 3264 (+1379)	Sanford 3800 (+1468)
Limerick 3486 (+1143)	St. John Valley 3794 (+704)	Jay 3285 (+100)	Woodlad/Calais 4071 (+807)
Cherryfield/Machias 3627 (+53)	Jackman/Greenville 3845 (+1484)	St. John Valley 3316 (-478)	York 4666 (-2988)
Sanford 4202 (+286)	South Paris 3994 (+743)	Jackman/Greenville 5335 (+1490)	Jay 4978 (+1633)
Biddeford/Saco 4874 (+2811)	Sanford 4103 (-99)	South Paris 5755 (+1761)	Jackman/Greenville 5421 (+86)
York 8315 (+5747)	York 5640 (-2675)	York 7654 (+2014)	South Paris 5424 (-331)
AVERAGE 2700	AVERAGE 2399	AVERAGE 2480	AVERAGE 2558
MEDIAN 2836	MEDIAN 2216	MEDIAN 2309	MEDIAN 2184
June 1, 2004-May 31, 2005	June 1, 2005-May 31, 2006	June 1, 2006 - May 31, 2007	
Portland 865 (+203)	Lewiston 985 (-116)	Portland 536 (-616)	
Augusta 1099 (+212)	Bangor 1046 (-548)	Bangor 676 (-370)	
Lewiston 1101 (-1)	Augusta 1087 (-12)	Augusta 1,187 (+100)	
Rockland 1250 (-93)	Portland 1152 (+287)	Lewiston 1,246 (+261)	
Ellsworth 1381 (+22)	Ellsworth 1387 (+6)	Belfast 1,330 (-1,068)	
Skowhegan 1389 (-166)	Lincoln 1418 (-336)	Rockland 1,506 (+86)	
Waterville 1477 (-72)	Rockland 1420 (-170)	Skowhegan 1,537 (+101)	
Bangor 1594 (+376)	Skowhegan 1436 (-47)	Waterville 1,565 (+97)	
Bridgton 1684 (-984)	Waterville 1468 (-9)	Gray 1,574 (-144)	
Lincoln 1754 (-42)	Rumford/Rangeley 1509 (-542)	Rumford/Rangeley 1,616 (+107)	
Old Town 1925 (+59)	Bridgton 1582 (-102)	Old Town 1,924 (-17)	
Midcoast 1950 (-131)	Gray 1718 (-550)	Biddeford/Saco 2,087 (+274)	
Rumford/Rangeley 2051 (+20)	Biddeford/Saco 1813 (-509)	Limerick 2,181 (+254)	
Ashland/Presque Isle 2264 (-30)	Limerick 1927 (-407)	Mid Coast 2,273 (-400)	
Gray 2268 (+729)	Old Town 1941 (+16)	Mt. Desert 2,279 (-610)	
Biddeford 2322 (+427)	Ashland/Presque Isle 2039 (-225)	Jackman/Greenville 2,352 (-992)	
Limerick 2334 (+150)	Pittsfield/Newport 2353 (-137)	Pittsfield/Newport 2,392 (+39)	
Farmington 2452 (+475)	Bath/Brunswick 2353 (-466)	Ellsworth 2,438 (+1,051)	
Pittsfield/Newport 2490 (+10)	Belfast 2398 (-186)	Lincoln 2,590 (+1,172)	
Belfast 2584 (+642)	Farmington 2569 (+117)	Bath/Brunswick 2,657 (+304)	
York 2683 (-1983)	MidCoast 2673 (+723)	Bridgton 2,757 (+1,175)	
Jay 2728 (-2250)	Houlton 2677 (-158)	Farmington 2,917 (+348)	
Bath/Brunswick 2819 (+250)	York 2747 (+64)	Ashland/Presque Isle 3064 (+1025)	
Houlton 2835 (-3)	Mt. Desert 2889 (-90)	Bethel 3,138 (-315)	
Bethel 2866 (-452)	Jay 2929 (+201)	Houlton 3,187 (+510)	
Mt. Desert 2979 (+111)	Dover-Foxcroft 3018 (-155)	Cherryfield/Machias 3,481 (+323)	
Dover-Foxcroft 3173 (+613)	Cherryfield/Machias 3158 (-1041)	St. John Valley 3,544 (-1,138)	
St. John Valley 3774 (no change)	Jackman/Greenville 3344 (-638)	Dover-Foxcroft 3,950 (+932)	
Jackman/Greenville 3982 (-1439)	Bethel 3453 (+587)	York 4,366 (+1,619)	
Cherryfield/Machias 4199 (+479)	Woodland/Calais 3643 (-798)	Sanford 4,381 (+391)	
Woodland/Calais 4441 (+370)	Sanford 3990 (-1619)	Jay 4,642 (+1,713)	
Sanford 5609 (+1809)	St. John Valley 4682(+908)	Paris 6,192 (-711)	
South Paris 5618 (+194)	South Paris 6903 (+1285)	Woodland/Calais 6,238 (+2,595)	
AVERAGE 2543	AVERAGE 2415	AVERAGE 2,661	
MEDIAN 2334	MEDIAN 2353	MEDIAN 2,395	

MFO HHI TABLE - MARKETS RANKED BY LOWEST CONCENTRATION

Pg. 1

June 1, 1992-May 31, '93	June 1, 1993-May 31, 1994	June 1, 1994-May 31, 1995	June 1, 1995-May 31, 1996
Cumberland 415	Cumberland 416 (+1)	York 341 (-104)	Cumberland 394 (-81)
York 452	York 445 (-7)	Cumberland 475 (+59)	York 396 (+55)
Androscoggin 482	Knox 503 (-7)	Knox 528 (+25)	Androscoggin 530 (-17)
Knox 510	Androscoggin 511 (+29)	Androscoggin 547 (+36)	Knox 530 (+2)
Lincoln 714	Hancock 580 (-392)	Waldo 735 (+60)	Waldo 637 (-98)
Penobscot 971	Franklin 673 (-333)	Hancock 791 (+211)	Hancock 703 (-88)
Hancock 972	Waldo 675 (-638)	Lincoln 837 (+116)	Penobscot 870 (+8)
Kennebec 974	Lincoln 721 (+7)	Penobscot 862 (+63)	Kennebec 872 (-192)
Franklin 1006	Kennebec 785 (-189)	Sagadahoc 935 (+33)	Lincoln 1054 (+217)
Washington 1124	Penobscot 799 (-172)	Kennebec 1064 (+279)	Washington 1081 (-247)
Waldo 1313	Sagadahoc 902 (-600)	Franklin 1203 (+530)	Franklin 1147 (-56)
Aroostook 1343	Aroostook 1073 (-270)	Oxford 1223 (-108)	Sagadahoc 1166 (+231)
Sagadahoc 1502	Washington 1140 (+16)	Aroostook 1323 (+250)	Aroostook 1176 (-147)
Oxford 1594	Somerset 1140 (-978)	Washington 1328 (+188)	Oxford 1186 (-37)
Piscataquis 1878	Oxford 1331 (-263)	Somerset 1722 (+582)	Somerset 1621 (-101)
Somerset 2096	Piscataquis 1662 (-216)	Piscataquis 1891 (+229)	Piscataquis 1652 (-239)
AVERAGE 1084	AVERAGE 835	AVERAGE 988	AVERAGE 938
MEDIAN 990	MEDIAN 753	MEDIAN 899	MEDIAN 963
June 1, 1996-May 31, 1997	June 1, 1997-May 31, 1998	June 1, 1998-May 31, 1999	June 1, 1999 -May 31, 2000
Cumberland 356 (-38)	Cumberland 345 (-11)	Cumberland 386 (+41)	Cumberland 451 (+65)
York 394 (-2)	Knox 427 (-3)	Knox 456 (+29)	Knox 494 (+38)
Knox 430 (-100)	York 465 (+71)	York 462 (-3)	Waldo 591 (-6)
Androscoggin 482 (-48)	Androscoggin 512 (+30)	Hancock 572 (+28)	Hancock 643 (+71)
Hancock 500 (-203)	Hancock 544 (+44)	Waldo 597 (+29)	York 696 (+234)
Waldo 536 (-101)	Waldo 568 (+32)	Androscoggin 610 (+98)	Androscoggin 699 (+89)
Kennebec 802 (-70)	Kennebec 826 (+24)	Kennebec 625 (-201)	Oxford 702 (-300)
Franklin 895 (-252)	Penobscot 831 (-72)	Sagadahoc 770 (-110)	Sagadahoc 852 (+82)
Lincoln 900 (-154)	Sagadahoc 880 (-417)	Franklin 941 (-58)	Lincoln 950 (-125)
Penobscot 903 (+33)	Franklin 999 (+104)	Oxford 1002 (-237)	Kennebec 969 (+344)
Oxford 1079 (-107)	Somerset 1048 (-119)	Penobscot 1049 (+218)	Penobscot 1050 (+1)
Somerset 1167 (-454)	Lincoln 1065 (+165)	Lincoln 1075 (+10)	Franklin 1191 (+250)
Aroostook 1216 (+40)	Oxford 1239 (+160)	Somerset 1103 (+55)	Aroostook 1271 (+3)
Sagadahoc 1297 (+131)	Aroostook 1426 (+210)	Aroostook 1269 (-158)	Washington 1794 (+104)
Washington 1314 (+233)	Washington 1508 (+194)	Washington 1690 (+182)	Piscataquis 1987 (+207)
Piscataquis 1755 (+103)	Piscataquis 1658 (-97)	Piscataquis 1780 (+122)	Somerset 2942 (+1839)
AVERAGE 876	AVERAGE 896	AVERAGE 899	AVERAGE 1080
MEDIAN 897	MEDIAN 855	MEDIAN 855	MEDIAN 901

MFO HHI TABLE - MARKETS RANKED BY LOWEST CONCENTRATION

Pg. 2

June 1, 2000-May 31, 2001	June 1, 2001-May 31, 2002	June 1, 2002-May 31, 2003	June 1, 2003-May 31, 2004
Cumberland 520(+69)	Cumberland 387 (-133)	Cumberland 407 (+20)	Waldo 534 (+109)
York 524 (-172)	York 504 (-20)	Waldo 425 (-85)	Cumberland 535(+128)
Knox 612 (+118)	Waldo 510 (-134)	Hancock 524 (-130)	Hancock 569 (+45)
Hancock 636 (-7)	Knox 537 (-75)	York 563 (+59)	York 577 (+14)
Waldo 644 (+53)	Hancock 654 (+18)	Androscoggin 683 (-71)	Androscoggin 792 (+109)
Androscoggin 691 (-8)	Androscoggin 754 (+63)	Knox 688 (+151)	Kennebec 830 (-45)
Kennebec 777 (-192)	Sagadahoc 794 (-767)	Kennebec 875 (+141)	Penobscot 937 (-722)
Franklin 1036 (-155)	Kennebec 874 (+97)	Sagadahoc 882 (+88)	Knox 950 (+262)
Somerset 1084 (-1858)	Lincoln 1085 (-273)	Lincoln 1039 (-46)	Washington 1252 (+26)
Lincoln 1358 (+408)	Franklin 1219 (-183)	Somerset 1163 (-120)	Somerset 1267 (+104)
Aroostook 1521 (+250)	Somerset 1283 (+199)	Franklin 1185 (-34)	Sagadahoc 1279 (+397)
Oxford 1549 (+847)	Washington 1360 (-338)	Washington 1226 (-134)	Lincoln 1361 (+322)
Sagadahoc 1561 (+709)	Aroostook 1462 (-59)	Aroostook 1387 (-75)	Franklin 1474 (+289)
Washington 1698 (-96)	Oxford 1595 (+56)	Piscataquis 1620 (-183)	Piscataquis 1594 (-26)
Penobscot 2061 (+1011)	Piscaqtaquis 1803 (-286)	Penobscot 1659 (-486)	Oxford 1630 (-154)
Piscataquis 2089 (+102)	Penobscot 2145 (+84)	Oxford 1784 (+189)	Aroostook 1716 (+329)
AVERAGE 1148	AVERAGE 1060	AVERAGE 1006	AVERAGE 1081
MEDIAN 1060	MEDIAN 979	MEDIAN 960	MEDIAN 1101
June 1, 2004-May 31, 2005	June 1, 2005-May 31, 2006	June 1, 2006 - May 31, 2007	
Cumberland 399 (-136)	Waldo 515 (-50)	Hancock 578 (-63)	
York 510 (-67)	York 518 (+8)	Cumberland 703 (+143)	
Hancock 557 (-12)	Cumberland 560 (+161)	Waldo 729 (+214)	
Waldo 565 (+31)	Hancock 641 (+84)	York 764 (+246)	
Kennebec 752 (-78)	Androscoggin 876 (-67)	Androscoggin 791 (-85)	
Knox 885 (-65)	Kennebec 884 (+132)	Kennebec 919 (+35)	
Penobscot 887 (-50)	Washington 932 (-348)	Penobscot 951 (-18)	
Androscoggin 943 (+151)	Penobscot 969 (+82)	Washington 1124 (+192)	
Somerset 1093 (-174)	Sagadahoc 1032 (-168)	Aroostook 1159 (+25)	
Franklin 1107 (-367)	Knox 1080 (+195)	Franklin 1268 (-8)	
Aroostook 1173 (+37)	Aroostook 1134 (-39)	Sagadahoc 1277 (+245)	
Sagadahoc 1200 (-79)	Franklin 1276 (+169)	Somerset 1284 (-418)	
Lincoln 1235 (-126)	Somerset 1702 (+609)	Knox 1346 (+266)	
Washington 1280 (+28)	Oxford 2097 (+397)	Lincoln 2061 (-334)	
Oxford 1700 (+70)	Piscataquis 2250 (+506)	Oxford 2307 (+210)	
Piscataquis 1744 (+150)	Lincoln 2395 (+1160)	Piscataquis 2530 (+280)	
AVERAGE 1001	AVERAGE 1178	AVERAGE 1237	
MEDIAN 1018	MEDIAN 1000	MEDIAN 1142	

HHO Market Area - Indices of Concentration	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average HHI	2007 Over Average HHI	HHI Range
01. St. John Valley	2538	2539	2400	2513	2891	2659	2793	3040	3090	3794	3316	3774	4682	3544	3156	388	4682 - 2400	
02. Ashland/Presque Isle	1925	1557	1531	1962	2128	2179	1824	2347	3287	2567	2357	2294	2264	2039	3064	2222	842	3287 - 1531
03. Houlton	1973	2082	1969	2051	2008	1785	1955	2092	1963	1803	1995	2838	2835	2677	3187	2214	973	3187 - 1963
04. Lincoln	1316	1940	2469	3394	3673	2164	4036	4260	2261	3151	1485	1796	1754	1418	2590	2514	76	4260 - 1316
05. Woodland/Calaïs	3366	2237	2332	1631	1646	1951	1593	1080	1928	1885	3264	4071	4441	3643	6238	2754	3484	6238 - 1080
06. Cherryfield / Machias	2228	2552	2066	1975	1692	2311	2525	3574	3627	2784	2391	3720	4199	3158	3481	2819	662	4199 - 1692
07. Old Town	1709	1997	1631	1687	1605	1732	1377	1981	2105	1935	1901	1866	1925	1941	1924	1821	103	2105 - 1605
08. Ellsworth	2167	2059	2001	1973	1870	1350	1605	1673	1520	1231	1739	1359	1381	1387	2438	1717	721	2438 - 1231
09. Bangor	1633	1342	1550	1104	958	1079	1141	1185	1031	2309	1218	1594	1046	676	1295	-619	2309 - 0676	
10. Dover-Foxcroft	2096	2191	2552	1886	2187	2309	1969	2468	2211	2130	2209	2560	3173	3018	3950	2461	1489	3950 - 1969
11. Pittsfield / Newport	2096	1693	1971	1822	2071	2018	2841	2835	3282	2923	2428	2480	2490	2553	2392	2380	12	3282 - 1822
12. Belfast	984	899	1126	1184	1052	2805	945	877	720	1233	1284	1942	2584	2398	1330	1424	-94	2805 - 0720
13. Rockland	1321	1069	1061	1125	1111	1248	1263	1266	2895	1196	1402	1343	1250	1420	1506	1365	141	2895 - 1061
14. Midcoast	3680	4190	5548	3627	2090	2253	2624	1655	2668	2676	2494	2081	1950	2673	2273	2832	-559	5548 - 1655
15. Augusta	922	714	696	775	777	755	1489	891	867	740	1099	887	1099	1087	1187	926	261	1489 - 0696
16. Waterville	1548	1370	1610	1539	1976	1569	1837	1776	1797	1793	1556	1549	1477	1468	1565	1629	-64	1837 - 1370
17. Skowhegan	1618	1317	1187	1244	1226	1191	577	1496	1362	1369	1426	1555	1389	1436	1537	1329	208	1618 - 0577
18. Jackman/Greenville	5531	3534	3273	2134	2058	4786	5694	2668	2361	3845	5335	5421	3982	3344	2352	3755	-1403	5694 - 2058
19. Farmington	2257	2358	2012	1772	1877	2290	2221	2846	1945	1906	2091	1977	2452	2569	2917	2233	684	2917 - 1772
20. Jay	3211	3368	3462	2789	3551	2749	2319	4051	3423	3185	3285	4978	2728	2929	4642	3378	1264	4978 - 2319
21. Lewiston/Auburn	1613	1517	1448	1789	1566	1481	2148	1463	1509	1448	1060	1102	1101	985	1246	1432	-186	1246 - 1101
22. Bath/Brunswick	1921	2169	2081	2846	1669	1731	2130	2748	3124	2216	2340	2569	2819	2353	2657	2358	299	3124 - 1669
23. Portland	1097	1168	1020	776	972	775	714	884	744	884	1152	662	865	1152	536	893	-357	1168 - 0536
24. Gray	1281	1572	1108	1172	1398	1493	1641	1785	3197	1581	1550	1539	2268	1718	1574	1658	-84	3197 - 1108
25. South Pass	3706	4158	3361	3903	3989	3847	4170	3851	3251	3994	5755	5424	5618	6903	6192	4541	1651	6903 - 3251
26. Rumford/Rangefley	1926	1989	2047	2889	2690	3276	1250	3317	3011	2300	2334	2031	2051	1509	1616	2282	-666	3317 - 1616
27. Bethel	5634	4941	5000	4038	3185	3308	4024	2981	2747	2820	3318	2866	3453	3138	3764	-626	5634 - 2747	
28. Bridgton	2400	2689	2443	5235	2554	2199	2217	2469	2836	2295	2068	2662	1684	1582	2757	2539	218	5235 - 2199
29. Limenick	2992	3085	2947	2273	2776	2933	1979	2343	3486	3575	2478	2184	2334	1927	2181	2633	-452	3575 - 1979
30. Sanford	4000	4392	4576	4313	3829	4233	3715	3916	4202	4103	2332	3800	5609	3990	4381	4093	288	5609 - 2332
31. Biddulph/Saco	1524	1323	1557	1025	1418	2499	1802	2063	4874	1845	1946	1895	2322	1813	2087	2000	87	4874 - 1025
32. York	8000	6855	6380	2146	2842	7311	2752	2568	8315	5640	7654	4666	2683	2747	4366	4995	-629	8315 - 2146
33. Mt. Desert	2762	4084	4094	3352	2768	2478	2789	2904	3083	3380	3075	2868	2979	2889	2279	3052	-773	4094 - 2279

MFO Market Area - Indices of Concentration	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average HHI	2007 Over Average HHI	HHI Range
Androscoggin	482	511	547	530	482	512	610	699	691	754	683	792	943	876	791	660	131	943 - 482
Aroostook	1343	1073	1323	1176	1216	1426	1268	1271	1521	1462	1387	1716	1173	1134	1159	1310	-151	1716 - 1159
Cumberland	415	416	475	394	356	345	386	451	520	387	407	555	399	560	703	450	253	703 - 278
Franklin	1006	673	1203	1147	895	999	941	1191	1036	1219	1185	1474	1107	1276	1268	1108	160	1276 - 673
Hancock	972	580	791	703	500	544	572	643	636	654	524	569	557	641	578	631	-53	972 - 500
Kennebec	974	785	1064	872	802	826	625	969	777	734	875	830	752	884	919	846	73	1064 - 625
Knox	510	503	528	530	430	427	456	494	612	537	688	950	885	1080	1346	665	681	1346 - 427
Lincoln	714	721	837	1054	900	1065	1075	950	1358	1085	1039	1361	1235	2395	2061	1190	871	2395 - 714
Oxford	1594	1331	1223	1186	1079	1239	1002	702	1549	1595	1784	1630	1700	2097	2307	1468	839	2307 - 702
Penobscot	971	799	862	870	903	831	1049	1050	2061	2145	1659	937	887	969	951	1130	-179	2145 - 799
Piscataquis	1878	1662	1891	1652	1755	1638	1780	1987	2089	1803	1620	1594	1744	2250	2530	1860	670	2530 - 1594
Sagadahoc	1502	902	935	1166	1297	880	770	852	1561	794	882	1279	1200	1032	1277	1089	188	1561 - 770
Somerset	2118	1140	1722	1621	1167	1048	1103	2942	1084	1283	1163	1267	1093	1702	1284	1449	-165	2942 - 1048
Waldo	1313	675	735	637	536	568	597	591	644	510	425	534	565	515	729	638	91	1313 - 425
Washington	1124	1140	1328	1081	1314	1508	1690	1794	1698	1360	1226	1252	1280	932	1124	1323	-199	4310 - 1124
York	452	445	341	396	394	465	462	696	524	504	563	577	510	518	764	507	257	764 - 341

HHO MARKET RANK 6-01-06 to 5-31-07																
Market	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average Rank
1 St. John Valley	23	22	21	23	28	24	27	26	22	29	30	27	28	32	27	26
2 Ashland/Presque Isle	14	10	16	21	16	13	17	28	20	21	18	14	16	23	18	18
3 Houlton	16	17	13	19	17	12	15	15	11	11	13	23	24	22	25	17
4 Lincoln	5	13	23	28	30	15	31	33	14	5	7	10	10	6	19	17
5 Woodland/Calais	27	20	20	10	11	13	9	4	9	13	28	29	29	31	30	19
6 Cherryfield/Machias	20	23	18	18	13	21	23	28	30	23	22	26	30	27	26	23
7 Old Town	12	15	12	11	10	11	7	13	12	15	11	11	11	15	11	12
8 Ellsworth	19	16	15	17	14	6	10	10	7	5	10	6	5	5	18	11
9 Bangor	11	7	9	9	4	3	4	5	4	3	17	4	8	2	2	6
10 Dover-Foxcroft	17	19	24	15	22	20	16	18	13	16	16	20	20	27	26	20
11 Pittsfield/Newport	18	12	14	14	19	14	28	23	26	24	23	19	19	17	17	19
12 Belfast	2	2	5	6	3	26	3	1	1	6	4	13	20	19	5	8
13 Rockland	6	2	3	4	5	5	6	6	18	4	4	4	4	7	6	6
14 MidCoast	28	30	32	29	20	18	24	9	16	21	25	16	12	21	14	21
15 Augusta	1	1	1	1	1	1	8	3	3	1	1	2	2	3	3	2
16 Waterville	8	8	11	8	16	9	14	11	8	10	9	8	7	9	8	10
17 Skowhegan	10	5	6	7	6	4	1	8	5	7	6	9	6	8	7	6
18 Jackman/Greenville	31	27	26	20	18	32	33	21	15	30	31	32	29	28	16	26
19 Farmington	21	21	16	12	15	19	21	21	10	14	15	14	18	20	22	17
20 Jay	26	26	29	24	29	25	22	32	28	26	29	31	22	25	31	27
21 Lewiston/Auburn	9	9	8	13	9	7	19	7	6	9	2	3	3	1	4	7
22 Bath/Brunswick	13	18	19	25	12	10	18	22	23	17	20	21	23	18	20	19
23 Portland	3	4	2	2	2	2	2	2	2	2	3	1	1	4	1	2
24 Gray	4	11	4	5	7	8	11	12	24	9	8	7	15	12	9	10
25 South Paris	29	29	27	30	32	30	32	29	25	31	32	33	33	32	30	30
26 Rumford/Rangeley	15	15	17	26	24	29	5	27	20	19	20	15	13	10	10	18
27 Bethel	32	32	31	32	33	28	29	31	19	22	26	25	25	29	24	28
28 Bridgton	22	24	22	33	23	17	20	19	17	18	14	22	9	11	21	19
29 Limerick	25	25	25	22	26	27	17	16	29	28	24	17	17	14	13	22
30 Sanford	30	31	30	31	31	30	30	31	32	18	28	32	31	30	30	30
31 Biddeford/Saco	7	6	10	3	8	23	12	14	31	12	12	16	13	12	13	13
32 York	33	33	33	21	27	33	25	20	33	33	30	21	23	29	28	28
33 Mt. Desert	24	28	29	27	25	22	26	25	21	27	27	24	26	24	15	25

MFO MARKET RANK 6-01-06 to 5-31-07

	Market	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Average Rank
Androscoggin	3	4	5	3	4	5	6	6	6	6	5	5	8	5	5	5	5
Aroostook	12	12	13	13	13	14	14	13	11	13	13	16	11	11	9	12	12
Cumberland	1	1	2	1	1	1	1	1	1	1	1	1	2	1	3	2	1
Franklin	9	6	11	11	8	10	9	12	8	10	11	13	10	12	10	10	10
Hancock	7	5	6	6	5	5	4	4	4	4	5	3	3	3	4	1	4
Kennebec	8	9	10	8	7	7	7	10	7	8	7	6	5	6	6	6	7
Knox	4	3	3	4	3	2	2	2	3	4	6	6	8	6	10	13	5
Lincoln	5	8	7	9	9	12	12	9	10	9	9	12	13	16	14	10	
Oxford	14	15	12	14	11	13	10	7	12	14	16	15	15	14	15	13	
Penobscot	6	10	8	7	10	8	11	11	15	16	15	7	7	8	7	10	
Piscataquis	15	16	16	16	16	16	15	16	15	14	14	16	15	16	16	15	
Sagadahoc	13	11	9	12	14	9	8	8	13	7	8	11	12	9	11	10	
Somerset	16	14	15	15	12	11	13	16	9	11	10	10	9	13	12	12	
Waldo	11	7	5	5	6	6	5	3	5	3	2	1	4	1	3	4	
Washington	10	13	14	10	15	15	15	14	14	12	12	9	14	7	8	12	
York	2	2	1	2	2	3	3	5	2	2	4	4	2	2	4	3	

HHO Market Area		6/1/92-5/31/93		6/1/93-5/31/94		6/1/94-5/31/95		6/1/95-5/31/96		6/1/96-5/31/97		6/1/97-5/31/98		6/1/98-5/31/99		6/1/99-5/31/00		6/1/00-5/31/01		6/1/01-5/31/02		6/1/02-5/31/03		6/1/03-5/31/04		6/1/04-5/31/05	
		Competitors	HHI	6	7 (+1)	7 (no change)	6 (-1)	9 (+3)	5 (-4)	5 (no change)	6 (+1)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	3 (-2)				
		Concentration	Extreme	2538	2539 (+1)	2400 (-139)	2513 (+113)	2891 (-378)	2659 (-232)	2793 (+134)	3040 (+247)	3090 (+50)	3794 (+704)	3316 (+478)	3774 (+458)	3774 (+458)	3774 (+458)	3774 (+458)	3774 (+458)	3774 (+458)	3774 (+458)	3774 (+458)	4682 (+908)				
01. St. John Valley		Competitors	HHI	6	7 (+1)	7 (no change)	6 (-1)	9 (+3)	5 (-4)	5 (no change)	6 (+1)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	5 (no change)	5 (-1)	3 (-2)				
02. Ashland / Presque Isle		Competitors	HHI	1925	21 (+2)	22 (+1)	18 (-4)	15 (-3)	2128 (+166)	2179 (+51)	18 (+3)	13 (-5)	10 (-13)	1244 (-355)	2347 (+523)	2567 (-720)	237 (-210)	11 (-1)	11 (-1)	11 (-1)	11 (-1)	12 (+1)	12 (+1)	12 (+1)			
03. Houlton		Competitors	HHI	1973	1557 (-368)	1531 (-26)	1962 (+431)	High	High	High	High	High	High	1955 (+170)	2092 (+137)	1963 (-156)	1803 (-160)	237 (-210)	2294 (-63)	2264 (-30)	2039 (-225)	High	High	High			
04. Lincoln		Competitors	HHI	10	8 (-2)	8 (no change)	9 (+1)	9 (no change)	9 (+3)	10 (+1)	16 (+6)	17 (+1)	15 (-2)	17 (+1)	10 (-2)	12 (+2)	11 (-1)	12 (+1)	11 (-1)	11 (-1)	11 (-1)	11 (-1)	13 (+2)	13 (+2)			
05. Woodland / Calais		Competitors	HHI	1316	1940 (+624)	2082 (+109)	1969 (-113)	2051 (+82)	2469 (+529)	3394 (+925)	3673 (+279)	2164 (-1509)	4036 (+1872)	4260 (+224)	2261 (-1999)	3151 (+890)	1485 (-1666)	1796 (+311)	1754 (-42)	1754 (-42)	1754 (-42)	141.8 (-336)	Moderate	Moderate			
06. Cherryfield / Machias		Competitors	HHI	9	15 (+6)	13 (+3)	9 (-6)	12 (+1)	15 (+6)	1646 (+15)	1951 (+305)	10 (no change)	12 (+2)	1080 (-513)	1928 (+848)	1885 (-43)	12 (+2)	11 (-1)	11 (-1)	11 (-1)	11 (-1)	11 (-1)	9 (-1)	3643 (-798)			
07. Old Town		Competitors	HHI	2228	2237 (-1129)	2552 (+524)	2332 (+95)	2332 (+95)	1631 (-701)	1631 (-701)	13 (+6)	17 (+4)	9 (-8)	2311 (-619)	2325 (+214)	3574 (+1049)	3627 (+53)	3264 (+1379)	4071 (+807)	4441 (+570)	4441 (+570)	4441 (+570)	Extremely	Moderate			
08. Ellsworth		Competitors	HHI	1709	10 (no change)	11 (+1)	10 (-1)	10 (no change)	11 (+1)	10 (-1)	10 (no change)	11 (+1)	7 (-2)	7 (-2)	70 (no change)	6 (-1)	9 (+3)	11 (+2)	11 (no change)	10 (-1)	11 (+1)	11 (+1)	3158 (-1041)	Extremely	Moderate		
09. Bangor		Competitors	HHI	2167	1997 (-288)	2059 (-108)	2001 (-58)	1631 (-366)	1687 (+56)	1605 (-82)	1732 (+127)	1377 (+355)	23 (-1)	13 (+2)	1981 (+604)	2105 (+1981)	1935 (-170)	1901 (-34)	1866 (-35)	1925 (-59)	1925 (-59)	1925 (-59)	1941 (+16)	High	High		
10. Dover-Foxcroft		Competitors	HHI	36	35 (-1)	32 (-3)	37 (+5)	40 (+3)	1550 (+208)	1560 (+10)	1104 (-456)	958 (-146)	26 (-10)	23 (+1)	1605 (+255)	1673 (+68)	1520 (-153)	1231 (-289)	1739 (+508)	1359 (-380)	1359 (-380)	1359 (-380)	21 (-3)	21 (-3)	21 (-3)		
11. Pittsfield / Newport		Competitors	HHI	2096	1342 (-291)	1342 (-291)	1342 (-291)	1342 (-291)	12 (+3)	12 (+3)	10 (-2)	11 (+1)	10 (-2)	2187 (+301)	2309 (+122)	1141 (+62)	1185 (+44)	1031 (-154)	2309 (+1278)	1218 (-1091)	1381 (+22)	1381 (+22)	1381 (+22)	1381 (+22)	1381 (+22)	1381 (+22)	
		Concentration	Moderate	1633	2191 (+95)	2191 (+95)	2191 (+95)	2191 (+95)	2552 (+361)	1886 (-666)	1886 (-666)	High	High	High	1969 (-340)	2468 (+499)	2211 (-257)	2130 (-81)	11 (-1)	12 (+1)	12 (+1)	11 (-1)	11 (-1)	11 (-1)	11 (-1)		
		Concentration	Extreme	2096	1693 (-403)	1971 (+278)	10 (-3)	13 (+3)	1822 (-149)	2071 (+249)	9 (-4)	10 (+1)	12 (+2)	2841 (+823)	2835 (-6)	9 (-2)	3382 (+447)	2923 (-359)	2428 (-495)	2560 (+351)	3173 (-613)	3173 (-613)	3173 (-613)	1046 (-548)	Moderate	Moderate	

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6/01/06-5/31/07

HHI Market Area	Competitors HHI Concentration	5 3544 (-1138) Extreme	6/01/06-5/31/07
01. St. John Valley			
02. Ashland/ Presque Isle	Competitors HHI Concentration	10 3064 (+1025) Extreme	
03. Houlton	Competitors HHI Concentration	5 3187 (+510) Extreme	
04. Lincoln	Competitors HHI Concentration	6 2590 (+1172) Extreme	
05. Woodland/ Calais	Competitors HHI Concentration	8 6238 (+2595) Extreme	
06. Cherryfield/ Machias	Competitors HHI Concentration	7 3491 (+323) Extreme	
07. Old Town	Competitors HHI Concentration	10 1924 (-17) High	
08. Ellsworth	Competitors HHI Concentration	12 2438 (+1051) High	
09. Bangor	Competitors HHI Concentration	36 676 (-370) Unconcentrated	
10. Dover-Foxcroft	Competitors HHI Concentration	9 3950 (+932) Extreme	
11. Pittsfield/ Newport	Competitors HHI Concentration	11 2392 (+39) High	

HHO Market Area

6/01/06-5/31/07			
	Competitors	17	
	HHI	1330 (-1068)	
	Concentration	Moderate	
12. Belfast			
13. Rockland	Competitors	18	
	HHI	1506 (+86)	
	Concentration	Moderate	
14. Midcoast	Competitors	11	
	HHI	2273 (-400)	
	Concentration	High	
15. Augusta	Competitors	26	
	HHI	1187 (+100)	
	Concentration	Moderate	
16. Waterville	Competitors	12	
	HHI	1565 (+97)	
	Concentration	Moderate	
17. Skowhegan	Competitors	15	
	HHI	1537 (-101)	
	Concentration	Moderate	
18. Jackman/ Greenville	Competitors	7	
	HHI	2352 (-992)	
	Concentration	High	
19. Farmington	Competitors	12	
	HHI	2917 (+348)	
	Concentration	Extreme	
20. Jay	Competitors	3	
	HHI	4642 (+1713)	
	Concentration	Extreme	
21. Lewiston/ Auburn	Competitors	22	
	HHI	1246 (+261)	
	Concentration	Moderate	
22. Bath/ Brunswick	Competitors	8	
	HHI	2657 (+304)	
	Concentration	Extreme	

HHO Market Area		6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03	6/1/03-5/31/04	6/1/04-5/31/05	6/1/05-5/31/06				
	Competitors HHI Concentration	32 1097	38 (+6) 1168 (+71)	35 (-3) 1020 (-148)	62 (+27) 776 (-244)	51 (-11) 972 (+19)	76 (+25) 775 (-197)	72 (-4) 714 (-61)	69 (-3) 744 (-140)	52 (-17) 884 (+170)	49 (-3) 884 (-140)	52 (-17) 1152 (+268)	49 (-2) 662 (-490)	47 (-2) 865 (+203)	45 (-2) 1152 (+287)				
23. Portland	Competitors HHI Concentration	Moderate	Moderate	Moderate	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Unconcentrated	Moderate	Moderate	Moderate					
24. Gray	Competitors HHI Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate					
25. South Paris	Competitors HHI Concentration	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme					
26. Rumford / Rangeley	Competitors HHI Concentration	High	High	High	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme					
27. Bethel	Competitors HHI Concentration	3 5634	5 (+2) 4911 (-693)	4 (-1) 5000 (+59)	3 (-1) 5000 (-962)	5 (+2) 4038 (-962)	6 (no change) 3185 (-353)	6 (-1) 3308 (+123)	5 (no change) 3276 (+586)	6 (+1) 1250 (-2026)	6 (-1) 3317 (+2064)	8 (+2) 3011 (-306)	7 (-1) 2334 (+34)	10 (+3) 2300 (-711)	9 (-1) 2031 (-303)	10 (+1) 2051 (+20)	11 (+1) 1509 (-542)		
28. Bridgton	Competitors HHI Concentration	High	High	High	Extreme	Extreme	Extreme	Extreme	Extreme	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate				
29. Limerick	Competitors HHI Concentration	High	High	High	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme	Extreme				
30. Sanford	Competitors HHI Concentration	5 4000	6 (+1) 4392 (estimate)	5 (-1) 4576 (estimate)	4 (-1) 4513 (estimate)	7 (no change) 2273 (-674)	6 (-1) 2776 (-503)	6 (-1) 2933 (+157)	8 (+1) 2199 (-355)	8 (+1) 2217 (+18)	9 (+1) 2469 (+252)	7 (-2) 2836 (+367)	11 (+4) 2981 (-1043)	5 (+2) 2747 (-234)	5 (no change) 2820 (+73)	5 (no change) 2068 (-27)	6 (+1) 3318 (+498)	6 (+1) 2866 (-452)	5 (-1) 3453 (+587)
31. Biddeford / Saco	Competitors HHI Concentration	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate				
32. York	Competitors HHI Concentration	17 8000	21 (+4) 1323 (-201)	21 (no change) 1557 (+234)	20 (-1) 1025 (-532)	21 (+1) 1418 (-393)	18 (-4) 2499 (+1081)	21 (+3) 1802 (-697)	16 (-5) 2063 (+261)	16 (-5) 4874 (+2811)	19 (+1) 1845 (-3029)	19 (+1) 4103 (-99)	19 (+1) 2332 (-1771)	19 (-1) 3800 (+1468)	5 (-2) 2478 (-1097)	6 (-1) 2184 (-294)	7 (+1) 2334 (+150)	8 (+1) 1927 (-407)	
33. Mt. Desert	Competitors HHI Concentration	9 2762	8 (-1) 4084 (+1322)	10 (+2) 4094 (+10)	12 (+2) 3552 (-742)	10 (-2) 2768 (-584)	8 (-2) 2478 (-290)	10 (-2) 2789 (-311)	9 (-1) 2904 (+115)	9 (-2) 3083 (+179)	8 (+1) 3380 (+297)	8 (+1) 3075 (-305)	8 (+1) 3083 (+179)	8 (+1) 2848 (-207)	7 (-1) 2979 (+111)	8 (+1) 2889 (-90)	8 (+1) 1813 (-509)		

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HHO Market Area	Competitors	6/01/06-5/31/07
	HHI	536 (-616)
	Concentration	Unconcentrated
23. Portland	Competitors	65
24. Gray	HHI	536 (-616)
	Concentration	Unconcentrated
	Competitors	16
	HHI	1574 (-144)
	Concentration	Moderate
25. South Paris	Competitors	3
	HHI	6192 (-711)
	Concentration	Extreme
26. Rumford/ Rangeley	Competitors	10
	HHI	1616 (+107)
	Concentration	Moderate
27. Bethel	Competitors	5
	HHI	3138 (-315)
	Concentration	Extreme
28. Bridgton	Competitors	7
	HHI	2757 (+1175)
	Concentration	Extreme
29. Limerick	Competitors	7
	HHI	2181 (-254)
	Concentration	High
30. Sanford	Competitors	5
	HHI	4381 (+391)
	Concentration	Extreme
31. Biddeford/ Saco	Competitors	20
	HHI	2087 (+274)
	Concentration	High
32. York	Competitors	3
	HHI	4366 (+1619)
	Concentration	Extreme
33. Mt. Desert	Competitors	9
	HHI	2279 (-610)
	Concentration	High

MFO Market Area	6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03	6/1/03-5/31/04	6/1/04-5/31/05	6/1/05-5/31/06	
Androscoggin	Competitors HHI Concentration	52 482	64 (+12) 511 (+29)	65 (+1) 547 (+36)	65 (no change) 530 (-17)	70 (+5) 482 (-48)	68 (+5) 512 (+30)	64 (-4) 699 (+89)	70 (+6) 691 (-8)	64 (-6) 754 (+63)	73 (+9) 683 (-71)	68 (-5) 792 (+109)	74 (+6) 943 (+151)	66 (-8) 876 (-67)	
Aroostook	Competitors HHI Concentration	90 1343	90 (no change) 1073 (-270)	87 (-3) 1323 (+250)	104 (+17) 1176 (-147)	108 (-4) 1216 (+40)	94 (-14) 1426 (+210)	92 (-2) 1268 (-158)	89 (-3) 1271 (+3)	84 (-5) 1521 (+250)	89 (+5) 1462 (-59)	85 (+4) 1387 (-75)	82 (+3) 1716 (+329)	81 (-1) 1173 (+37)	89 (+8) 1134 (-39)
Cumberland	Competitors HHI Concentration	128 415	156 (+28) 416 (+1)	147 (-9) 475 (+59)	202 (+55) 394 (-81)	193 (-9) 356 (-38)	220 (+27) 345 (-11)	247 (+27) 386 (+41)	181 (-66) 451 (+65)	163 (-18) 520 (+69)	148 (-15) 387 (-133)	161 (+13) 407 (+20)	136 (-25) 535 (+128)	171 (+35) 399 (-136)	151 (+20) 560 (+161)
Franklin	Competitors HHI Concentration	35 1006	40 (+5) 673 (-333)	38 (-2) 1203 (+330)	42 (+4) 1147 (-56)	46 (+4) 895 (-252)	47 (+1) 990 (+104)	43 (-4) 941 (-58)	40 (-3) 1191 (+250)	40 (no change) 1036 (-155)	46 (+6) 1219 (-183)	43 (-3) 1185 (-34)	45 (+2) 1474 (+289)	46 (+1) 1107 (-367)	42 (-4) 1276 (+169)
Hancock	Competitors HHI Concentration	53 972	72 (+19) 580 (-392)	65 (-7) 791 (+211)	73 (+8) 703 (-88)	74 (-1) 500 (-203)	72 (-2) 544 (+44)	75 (+3) 572 (+28)	62 (-16) 643 (+71)	62 (-16) 636 (-7)	75 (+13) 654 (+18)	71 (-4) 524 (-30)	78 (+7) 569 (+45)	74 (-4) 557 (-12)	72 (-2) 641 (+84)
Kennebec	Competitors HHI Concentration	70 974	81 (+11) 785 (-189)	92 (+11) 1064 (+279)	93 (+1) 872 (-192)	91 (-2) 802 (-70)	92 (+1) 826 (-24)	92 (no change) 625 (-201)	86 (+8) 969 (+344)	87 (+1) 78 (-14)	93 (+6) 734 (-43)	92 (-1) 875 (+141)	93 (+1) 830 (-45)	93 (+1) 752 (-78)	87 (-6) 834 (+132)
Knox	Competitors HHI Concentration	59 510	63 (+4) 503 (-7)	71 (+8) 538 (+25)	85 (+14) 530 (+2)	86 (+1) 430 (-100)	84 (-2) 427 (-3)	80 (+3) 456 (+29)	68 (-12) 612 (+118)	86 (+8) 612 (+118)	87 (+1) 537 (-75)	92 (-1) 688 (+151)	92 (-1) 850 (+202)	93 (+1) 835 (-65)	75 (no change) 1080 (+195)
Lincoln	Competitors HHI Concentration	25 714	35 (+10) 721 (+7)	34 (-1) 837 (+116)	37 (+3) 1054 (+217)	38 (+1) 900 (-154)	36 (-2) 1065 (+165)	39 (+3) 1075 (+10)	38 (-1) 950 (-125)	39 (+1) 1355 (-408)	68 (no change) 1085 (-273)	44 (+5)	48 (+4)	54 (-10)	75 (+21) 1235 (-126)
Oxford	Competitors HHI Concentration	31 1594	44 (+13) 1331 (-263)	43 (-1) 1223 (-108)	49 (+6) 1186 (-37)	52 (+3) 1079 (-197)	54 (+2) 1239 (+160)	56 (+2) 1002 (-237)	49 (-7)	57 (+8) 1549 (-847)	47 (-10) 1555 (+56)	44 (-3) 1784 (+189)	40 (-3) 1361 (+322)	40 (-3) 1235 (-126)	47 (+7) 2395 (+1160)
Penobscot	Competitors HHI Concentration	137 971	148 (+11) 799 (-172)	143 (-5) 862 (+63)	156 (+13) 870 (+8)	156 (no) 903 (+33)	146 (-10) 831 (-72)	141 (-5) 1049 (+218)	129 (-12) 1050 (+1)	134 (+5) 2061 (+1011)	150 (-16) 2145 (+84)	132 (-18) 1659 (-486)	131 (-1) 937 (-722)	145 (+14) 887 (-50)	133 (-12) 969 (+82)
Piscataquis	Competitors HHI Concentration	25 1878	38 (+13) 1662 (-216)	36 (-2) 1891 (+229)	32 (-4) 1652 (-239)	25 (-7) 1755 (+103)	23 (-2) 1658 (-97)	29 (+6) 1780 (+122)	31 (+2) 1987 (+207)	29 (-2) 2089 (+102)	31 (+5) 1620 (-183)	31 (+5) 1594 (-26)	29 (-4) 1744 (+150)	25 (-4) 2230 (+506)	25 (-4) 2230 (+506)

MFO Market Area			
			6/01/06-5/3/07
Androscoggin	Competitors HHI Concentration	60 (-6) 791 (-85) Moderate	
Aroostook	Competitors HHI Concentration	69 (-20) 1,159 (+25) High	
Cumberland	Competitors HHI Concentration	120 (-31) 703 (+143) Moderate	
Franklin	Competitors HHI Concentration	26 (-16) 1,268 (-8) High	
Hancock	Competitors HHI Concentration	70 (-2) 578 (-63) Moderate	
Kennebec	Competitors HHI Concentration	77 (-10) 919 (+35) Moderate	
Knox	Competitors HHI Concentration	67 (-8) 1,346 (+266) High	
Lincoln	Competitors HHI Concentration	31 (-16) 2,061 (-334) Extreme	
Oxford	Competitors HHI Concentration	37 (-2) 2,307 (+210) Extreme	
Penobscot	Competitors HHI Concentration	123 (-10) 951 (-18) Moderate	
Piscataquis	Competitors HHI Concentration	20 (-5) 2,530 (+280) Extreme	

MFO	Market Area	6/1/92-5/31/93	6/1/93-5/31/94	6/1/94-5/31/95	6/1/95-5/31/96	6/1/96-5/31/97	6/1/97-5/31/98	6/1/98-5/31/99	6/1/99-5/31/00	6/1/00-5/31/01	6/1/01-5/31/02	6/1/02-5/31/03	6/1/03-5/31/04	6/1/04-5/31/05	6/1/05-5/31/06
Sagadahoc	Competitors HHI Concentration	22 High	33 (+11) 902 (-600)	28 (-5) 935 (+33)	31 (+3) 1166 (+231)	36 (+5) 1297 (+131)	38 (+2) 880 (-417)	34 (-4) 770 (-110)	34 (no change) 852 (+82)	38 (+4) 1561 (+709)	35 (-3) 794 (-767)	30 (-2) 832 (+88)	29 (-1) 1279 (-397)	29 (-1) 1280 (-79)	1032 (-168) High
Somerset	Competitors HHI Concentration	58 Extreme	68 (+10) 1140 (-978)	68 (no change) 1722 (+582)	69 (+1) 1621 (-101)	62 (-7) 1167 (-454)	76 (+14) 1048 (-119)	77 (+1) 1103 (+55)	64 (+13) 2942 (+1839)	68 (+4) 1084 (-1858)	67 (-1) 1283 (+199)	65 (-1) 1163 (-120)	68 (+3) 1267 (+104)	73 (+5) 1093 (-174)	73 (+5) 1702 (+609) High
Waldo	Competitors HHI Concentration	34 High	48 (+14) 675 (-638)	52 (+4) 735 (+60)	52 (no change) 637 (-98)	57 (+5) 536 (-101)	63 (+6) 568 (+32)	60 (-1) 597 (+29)	47 (-13) 591 (-6)	52 (+5) 644 (+53)	53 (+1) 510 (-134)	60 (-7) 425 (-85)	56 (-4) 534 (+109)	40 (-16) 565 (+31) Moderate	515 (-50) Moderate
Washington	Competitors HHI Concentration	48 High	58 (+10) 1140 (+16)	53 (-5) 1328 (+188)	65 (+12) 1081 (-247)	54 (-11) 1314 (+233)	53 (-1) 1508 (+194)	48 (-5) 1690 (+182)	52 (+4) 1794 (+104)	39 (-13) 1698 (-96)	54 (+15) 1360 (-338)	56 (+2) 1226 (-134)	34 (-2) 1252 (+26)	47 (-7) 1280 (+28) High	44 (-3) 932 (-348) Moderate
York	Competitors HHI Concentration	92 Unconcentrated	105 (+13) 445 (-7)	134 (+29) 341 (-104)	126 (-8) 396 (+55)	137 (+11) 394 (-2)	114 (-23) 465 (+71)	127 (+13) 462 (-3)	121 (-6) 696 (-234)	113 (-8) 524 (-172)	115 (+2) 504 (-20)	110 (+2) 563 (+59)	120 (+10) 577 (+14)	107 (-3) 510 (-67)	518 (+8) Moderate

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MFO Market Area	6/01/06-5/31/07		
	Competitors	20 (-9)	
Sagadahoc	HHI Concentration	1,277 (+245) High	
Somerset	Competitors HHI Concentration	69 (-4) 1,284 (-418) High	
Waldo	Competitors HHI Concentration	40 (no chg.) 729 (+214) Moderate	
Washington	Competitors HHI Concentration	43 (-1) 1,124 (+192) High	
York	Competitors HHI Concentration	96 (-11) 764 (+246) Moderate	